

MedicalEx

SCALE YOUR EXPORT VOLUME



5TH

RIYADH – SAUDI ARABIA

2nd - 4th of September 2024

About MEDICALEX

Medicalex Exhibition in its 5th edition offers a unique and distinguished experience in the world of international exhibitions. The idea of the exhibition is based on addressing the weaknesses in general and specialized exhibitions, which often reduce the potential benefits expected by exhibitors in various exhibitions. The idea of the exhibition aims to save time and effort and create the appropriate climate for concluding deals and also targeting buyers and ensuring that they hold direct meetings with exhibitors without the exhibitor needing additional effort to attract buyers. Therefore, the exhibition offers the following features:

- A. Targeted outreach to buyers through the bidder's wish list and their curated list of products.
- B. Assurance of a minimum number of meetings for each exhibitor.
- C. Provision of a pre-scheduled agenda for meetings with buyers.



EXHIBITORS PROFILE



Pharmaceuticals



Cosmetics



Medical supplies



Food supplemental



Medical devices



Plastic surgeries

About B2B

B2B Company stands among the top five global entities specializing in arranging bilateral business meetings. With a track record spanning 14 years, the company has orchestrated over 300,000 meetings between exporters and importers from diverse nationalities across 80 international markets, resulting in transactions exceeding the \$4 billion mark. Renowned for its expansive team and global presence, the company serves as a trusted export development consultant for numerous countries, organizations, and export bodies.

In the medical sector, B2B Company boasts extensive expertise. Having facilitated more than 30,000 bilateral meetings between medical exporters and importers, the company has played a pivotal role in facilitating connections within the industry. Additionally, the company has organized successful trade missions in key countries including the United States, Saudi Arabia, the United Arab Emirates, Egypt, Kenya, Senegal, Ivory Coast, Germany, South Africa, and Iraq. Through its efforts in the medical sector, B2B Company has brokered direct deals valued at \$900 million and negotiated deals worth a staggering \$3 billion. For several years, we've organized successful buyer delegations to prestigious medical exhibitions like Arab Health (2023 & 2024) and Medica (2022) & CPHI.

2022



2022



2022



2023



MedicalEx

POST SHOW REPORT



EXHIBITORS FEEDBACK

Saja Company Hathiam Abdel Moniem



Despite attending many international exhibitions in the past, we were initially hesitant about the closed format of this one. However, the exceptional organization and the opportunity to connect with specialized medical companies from across Africa and the Arab world were clear advantages. The closed format proved to be a unique and valuable experience.

EuroMed Omar Abdo



This isn't my first exhibition. I've previously attended in Côte d'Ivoire and Senegal. Typically, large companies seek partners abroad with marketing expertise and access to raw materials. This conference streamlined that process by connecting us with companies from numerous countries, saving us significant time, effort, and money.

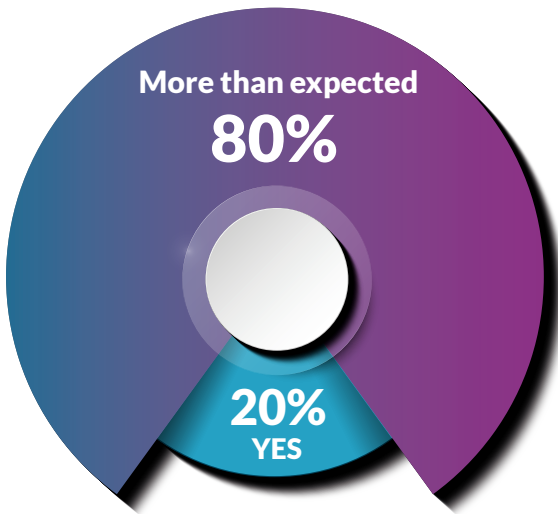
MULTICARE International Dr Walid Reda



The exhibition's innovative approach, which incorporated companies from the Middle East and Africa, led to successful networking opportunities with over 35 international businesses. The event itself was a resounding hit.

EXHIBITORS FEEDBACK

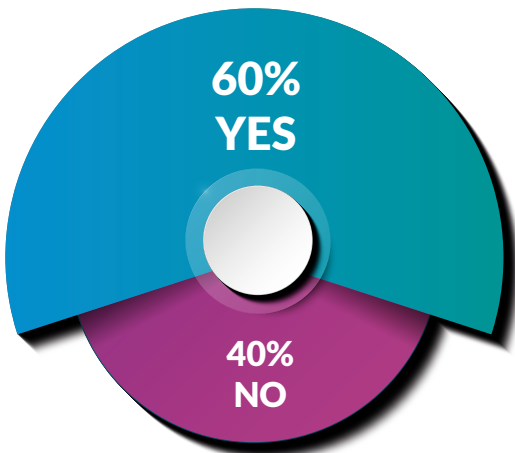
1. Were expectations from the exhibition Achieved ?



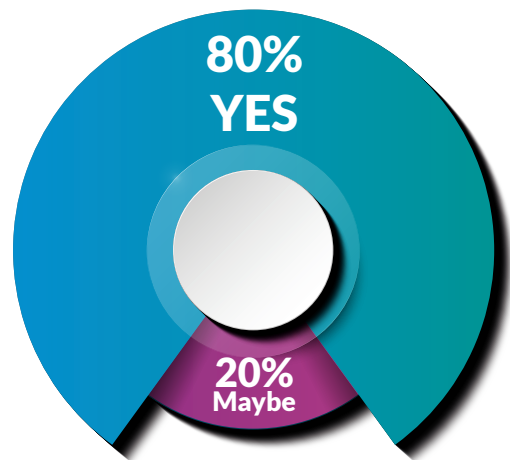
2. Your opinion about the quality of buyers ?



3. Were direct deals made during the exhibition?



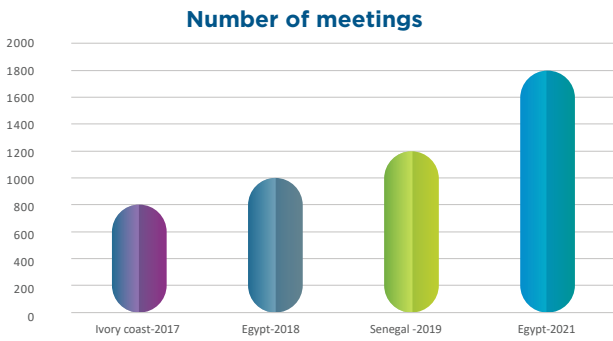
4. Are there potential deals still under negotiation?



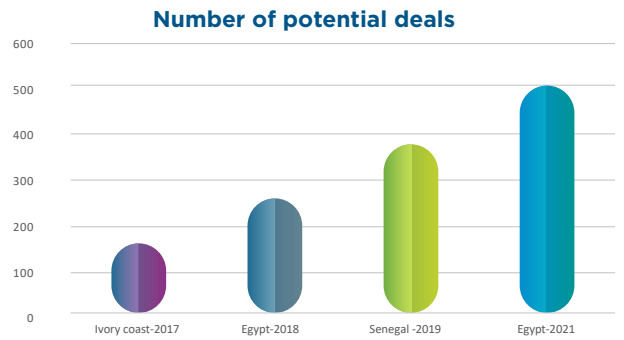
5. Your opinion about the quality of the organization



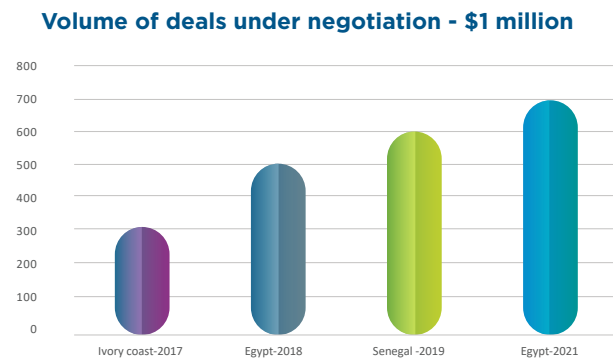
1. Number of bilateral meetings



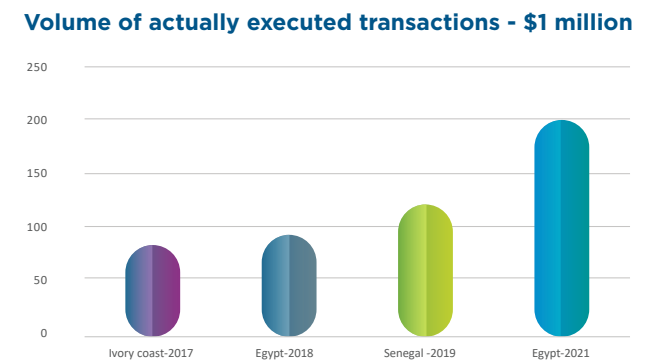
2. Number of potential deals



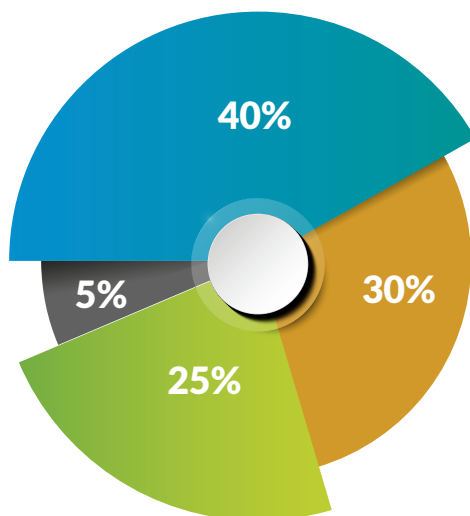
3. Volume of deals under negotiation



4. The volume of transactions executed

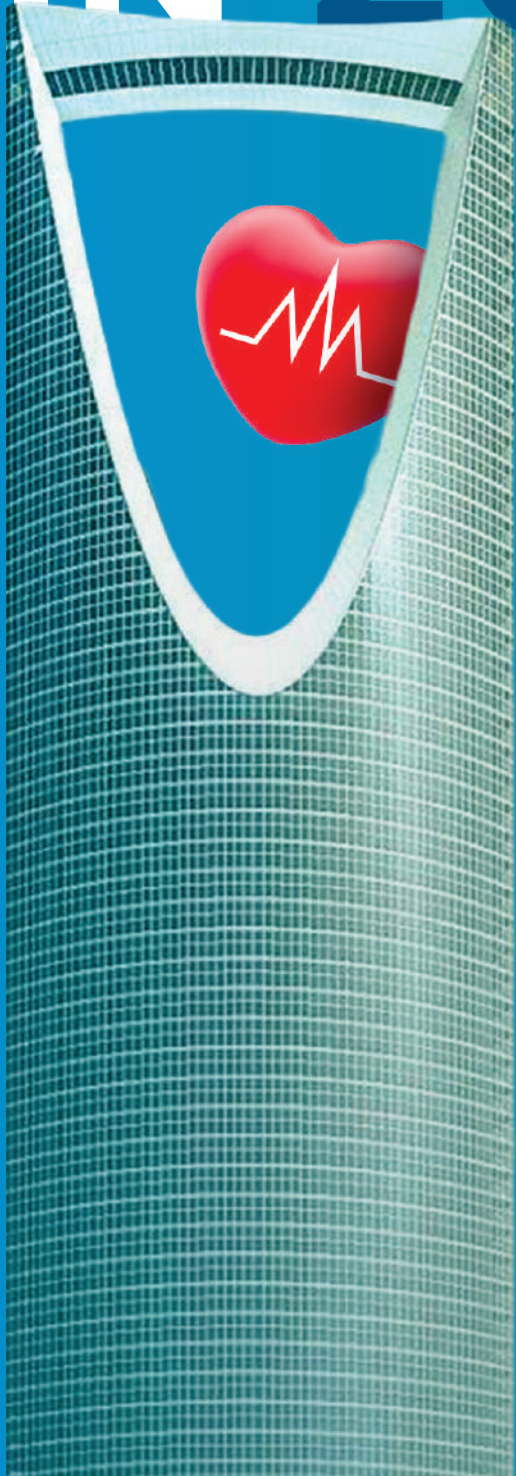


- Buyer analysis



- **Governmental intites**
- **Importers**
- **Pharmaceutical and supplies distribution Companies**
- **Promotion and Registration Companies**

WHATS NEW IN 2024



MedicalEx

1. Increased Business Matching Meetings:

This year's edition will feature a greater number of business matching meetings, with organizers committed to providing a minimum of **30 Quality meetings** for each exhibitor during the exhibition period.



2. Introduction of New Markets:

The **2024 edition** of the exhibition will introduce new markets based on market studies and exhibitor preferences; this means exciting new opportunities compared to past years.



EGYPT



IRAQ



KUWAIT



LIBYA



BAHRAIN



UNITED ARAB EMIRATES



SAUDI ARABIA



UGANDA



RWANDA



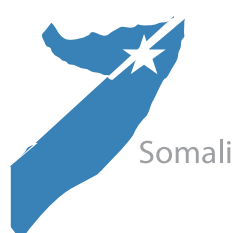
CONGO



TANZANIA



Kenya



Somali



Ethiopia



QATAR



Nigeria

3. Provision of Market Studies and Training:

Organizers will provide statistical studies for each market. Additionally, prior to the exhibition, virtual meetings will be arranged between exhibitors and pharmaceutical and medical supplies registration companies to provide a comprehensive understanding of the market landscape.



4. Engagement with Government Procurement Bodies:

This year's edition will expand its outreach to heads of government procurement bodies in various countries. Meetings will be arranged with each exhibitor to discuss government supplies and upcoming tenders, fostering dialogue and collaboration.



5. Customized Wish List:

In the upcoming edition, exhibitors will have the opportunity to create a wish list comprising buyers from targeted countries whom they wish to meet during the exhibition. Organizers will extend invitations to these buyers based on predefined criteria and preferences.



Our success partners





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